

Message Text

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PAGE 01 TEHRAN 05694 281141Z
ACTION NEA-10

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UNCLAS TEHRAN 5694

FOR HALE BIC/CAGNE

EO 11652: N/A
TAGS: BEXP, IR
SUBJ: WATER RESOURCES EXHIBITION; JUNE 19-23, 1977;
U.S. TRADE CENTER, TEHRAN

THIS WAS SECOND PROMOTION IN HISTORY THIS TC WHEN ALL
DISPLAY EQUIPMENT WAS IN PLACE ON OPENING DAY (FIRST WAS
COMMUNICATIONS EXHIBITION LAST MARCH.) AS REPORTED SEPARA-
TELY, IT APPEARS THAT MOST OF OUR MAJOR FREIGHT AND CLEA-
RANCE PROBLEMS ARE BEHIND US.

WATER RESOURCES EQUIPMENT WAS HIGHLY SUCCESSFUL, WITH
\$300,014 OFF THE FLOOR, \$6,103,000 PROJECTED DURING NEXT
12 MONTHS, 27 - REPRESENTATIVES APPOINTED OR UNDER
NEGOTIATION AND ALL 26 EXHIBITORS FULLY OR PARTIALLY
ACHIEVING MAJOR OBJECTIVE.

AMBASSADOR AND MRS. SULLIVAN, ACCOMPANIED BY THEIR DAUGHTER,
HOSTED ENTHUSIASTIC OPENING DAY RECEPTION WITH 200 ATTEN-
DING.

AS WILL BE SEEN FROM RANDOM COMMENTS REPORTED BELOW, SOME
EXHIBITORS WERE COMPLETELY SATISFIED; SEVERAL SAID THEY HAD
ACHIEVED ALL OBJECTIVES BY END OF FIRST DAY. TC HAS DEVOTED
MUCH ATTENTION TO ATTEMPT PINPOINT REASONS FOR LOW ATTEN-
DANCE FIGURES. AT THIS POINT, EXPLANATION SEEMS TO LIE IN
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COMBINATION OF SUMMER HEAT, SMALL TARGET UNIVERSE AND POS-
SIBILITY (UNPROVEN BUT SUSPECTED) THAT LARGE NUMBER OF
PROMOTIONAL PIECES WERE NEVER DELIVERED BY POST OFFICE.
PROMOTION CAMPAIGN ITSELF WAS MORE AMBITIOUS THAN MOST IN
THIS MARKET, AND INCLUDED MAILING OR HAND DELIVERING 2200
FLYERS AND 3500 CATALOGS.

SOME EXHIBITORS AND PRODUCT LINES WERE NOT APPROPRIATE FOR IRANIAN MARKET AT THIS TIME AND WILL BE COVERED IN AIRGRAM REPORT WHICH FOLLOWS.

AS FOLLOWING STATISTICS AND COMMENTS SHOW CLEARLY, EXHIBITION COMPARED MORE THAN FAVORABLY WITH MOST. PROMOTION DID, HOWEVER, RAISE SOME NEW QUESTIONS TO WHICH WE HAVE NOT YET FOUND DEFINITIVE ANSWERS.

STANDARD REPORTING FORMAT FOLLOWS:

1. WATER RESOURCES EQUIPMENT EXHIBITION

2. JUNE 19-23, 1977

3. NO. OF EXHIBITORS: 26.

4. NO. OF COMPANIES REPRESENTED: 26

5. NO. OF OTM EXHIBITORS: 3

NO. OF NTM EXHIBITORS: 23

6. TOTAL SALES OFF THE FLOOR: \$300,014

7. TOTAL 12 MONTHS PROJECTED: \$6,103,000

8. NO. OF LEADS OBTAINED: 414

9. NO. OF COMPANIES SEEKING REPRESENTATION: 20

10. NO. OF EXREPS APPOINTED DURING EXHIBITION: 11

11. NO. OF EXREPS AGREEMENTS UNDER NEGOTIATION: 16

12. OBJECTIVES ACHIEVED:

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FULLY 19

NO. 0

PARTIALLY 7

13. NO. OF VISITORS TO EXHIBITION: 450

NO. OF REGISTERED VISITORS: 241

14. SOME QUOTES FROM EXHIBITORS' FINAL REPORT FORM FOLLOW.

ALL CLEARED FOR PUBLICATION.

CLA-VAL CO; WE FEEL THAT THIS WAS AN EXCELLENT WAY FOR US TO GET BROAD EXPOSURE TO THE MARKET HERE IN IRAN.

THE PEOPLE THAT ATTENDED THIS SHOW ARE THE ONES THAT WILL MAKE THE DECISION TO BUY OUR PRODUCT.

CROMAGLASS CORPORATION; VERY GOOD* WE PREFERRED LIGHT BUT QUALITY PARTICIPANTS. ACCOMPLISHED OUR OBJECTIVE.

STANG HYDRONICS INC.; EXCELLENT INTEREST FOR A MUCH NEEDED PRODUCT.

INTERNATIONAL COMMODITIES CORP;

MARKET POTENTIAL IS EXCEL-

LENT FOR THOSE PRODUCTS DISPLAYED. ATTENDANCE IN THIS

EXHIBIT (ALTHOUGH SMALL IN

NUMBERS) WAS MORE THAN SATIS-

FACTORY AS ALL PERSONS SPOKEN
TO WERE DIRECTLY INVOLVED IN
THE PROPER AREAS.

NORTH AMERICAN PIPE PRODUCTS CO;

TRAFFIC WAS SLOW, BUT WE FEEL
THAT WE HAVE ACCOMPLISHED OUR
MISSION. WE ALSO FEEL THAT WE
HAVE LEARNED A GREAT DEAL ABOUT
ENTERING FOREIGN MARKETS VIA
THE EMBASSY & TRADE CENTERM

CHICAGO PNEUMATIC DRILL DIVISION;
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ATTENDANCE MUCH BELOW EXPEC-
TATION. HOWEVER, WE HAD SOME
GOOD RESPONSE FROM LEGITIMATE
PROSPECTIVE BUYERS WHICH MADE
TAKING PART IN THE EXHIBITION
WORTHWHILE.

BISON INSTRUMENTS, INC;

WELL ORGANIZED WITH POSSIBLE EXCEPTION
OF MAILING TO PROFESSIONAL END USERS.
THIS MAY HAVE BEEN POOR SUPPORT OF POS-
TAL SYSTEM.

VAREL MANUFACTURING COMPANY;

VERY PLEASED WITH SHOW
AND COOPERATION OF TRADE
CENTER.

XODAR CORPORATION;

VERY GOOD SHOW. WELL ORGANIZED. HAVE
ACHIEVED PRIMARY OBJECTIVE. WILL BE
BACK THIS YEAR.
SULLIVAN

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